

STATE OF NEW JERSEY  
Office of the Attorney General  
Department of Law and Public Safety  
Division of Gaming Enforcement

_____	)	
Merchandising Permit Request of Allied	)	ORDER
Beverage Group, LLC for the ABG	)	PRN 0611201
Nightclub & Bar Show on March 6, 2012	)	
at Harrah's Atlantic City	)	
<b>(Trade Show at The Pool at Harrah's)</b>	)	
_____	)	

Allied Beverage Group, LLC ("Allied") filed a Request (PRN 0611201) for Merchandising Permits for the ABG Nightclub & Bar Show, a trade show event during which alcoholic beverage suppliers display their products and specialty drinks to licensed alcoholic beverage retailers, to be held on March 6, 2012 from 5:00 p.m. until 9:00 p.m. at The Pool at Harrah's ("Harrah's").

The holder of a Merchandising Permit, issued pursuant to the Division of Gaming Enforcement's ("Division") authority under *N.J.A.C. 13:69I-5.2*, is authorized to gratuitously dispense samples of alcoholic beverages *only to New Jersey retailers (including their bona fide employees), official alcoholic beverage industry representatives and their authorized adult guests attending the above noted merchandising show.* Each permittee may also accept orders for alcoholic beverages from New Jersey licensed retailers.

Allied Beverage Group is the sponsor of the Merchandising Event, as well as a participant, and is not required to have a Merchandising Permit because it possesses a New Jersey Alcoholic Beverage Control ("ABC") Omnibus Permit, a copy of which has been provided to the Division. In addition, the nine (9) companies set forth as Exhibit A are also authorized to participate at the event and are not required to have a Merchandising Permit because they also possess an ABC Omnibus Permit, copies of which have been provided to the Division.

Also participating in the event are seventeen (17) permittees, identified in Exhibit B, who each seek the issuance of a merchandising permit from the Division. They do not hold an Omnibus Permit from the ABC.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1.1 et seq.*, and *N.J.A.C. 13:69I-5.2*,

**IT IS** on this 5<sup>th</sup> day of March, 2012 **ORDERED** that the Request be granted and that Allied is issued permit **2012-023-MD** authorizing this event at Harrah's.

**IT IS FURTHER ORDERED** that those permittees identified in Exhibit B, having paid the requisite fee, be issued merchandising permits pursuant to *N.J.A.C. 13:69I-5.2* for the purpose of participating in the event conducted by Allied.

**IT IS FURTHER ORDERED** that this Request is granted subject to the following conditions:

1. The merchandising permits will be effective on March 6, 2012 from 5:00 p.m. until 9:00 p.m.
2. No person under the age of twenty-one (21) will be invited to attend the event and Allied and Harrah' will insure against providing alcoholic beverages to any individual who is under the age of twenty-one (21) or who is actually or apparently intoxicated.
3. Allied and Harrah's will maintain adequate security during the event to insure the safety of guests and employees and to prevent the removal of the alcohol by unauthorized individuals.
4. Allied and Harrah's are to notify the Division of Gaming Enforcement of any material change to the event.
5. In conducting the event, Allied will comply with all requirements attendant to a merchandising permit, pursuant to *N.J.A.C. 13:69I-5.2*, and with all alcoholic beverage laws and regulations of the Division of Gaming Enforcement, and as deemed applicable, the ABC.
6. Allied is to obtain all necessary approvals from all other governmental authorities prior to conducting this event.

State of New Jersey  
Division of Gaming Enforcement

  
DAVID L. REBUCK  
DIRECTOR

**Allied Beverage Group Trade Show**  
**March 6<sup>th</sup>, 2012 5:00 PM until 9:00 PM**  
**The Pool at Harrah's**

1. Brown-Forman Corporation
2. Diageo Americas, Inc.
3. W.J. Deutsch and Sons, LTD
4. MHW, LTD
5. Moet Hennessy USA, Inc.
6. Pernod Ricard USA, LLC
7. Remy Cointreau USA, Inc.
8. William Grant & Sons, Inc.
9. Kobrand, Inc.

**Exhibit A**

**Allied Beverage Group Trade Show**  
**March 6<sup>th</sup>, 2012 5:00 PM until 9:00 PM**  
**The Pool at Harrah's**

1.	Bendistillery, INC.	2012 - 5 - MD
2.	The Patron Spirits Company	2012 - 6 - MD
3.	Spring44 Distilling, LLC	2012 - 7 - MD
4.	Kindred Spirits of North America, Inc.	2012 - 8 - MD
5.	Total Beverage Solution	2012 - 9 - MD
6.	Barcardi, USA	2012- 10 - MD
7.	Skyy Spirits, LLC.	2012- 11 - MD
8.	The Wine Group INC.	2012 -12 - MD
9.	Jim Beam Brands CO.	2012 -13 - MD
10.	The Wine Care Group, Inc.	2012 - 14 - MD
11.	Heaven Hill Distilleries, Inc.	2012 -15 - MD
12.	Kobrand Corporation	2012 -16 - MD
13.	Proximo Spirits Inc.	2012 -17 - MD
14.	Vision Wine & Spirits	2012 - 18- MD
15.	Cleaver Imports, LLC.	2012 - 19- MD
16.	Mango Bottling INC.	2012 - 20- MD
17.	Sidney Frank Importing Co. Inc.	2012 -22- MD